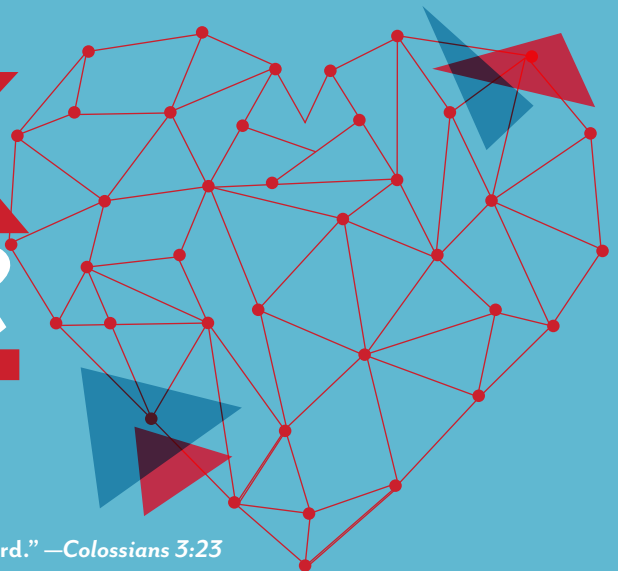




ROCHESTER
UNIVERSITY

BUSINESS

WORK from the HEART



“Whatever you do, work at it with all of your heart, as working for the Lord.” —Colossians 3:23

The RU Advantage

We serve. We lead. We create.

As you begin your studies at RU, you will start making connections between your past experiences and present opportunities for the purpose of discovering and shaping your identity.

Throughout your academic journey, you will continually engage with the world around you and create a plan to use your experiences, knowledge and skills to discover and develop pathways to purpose and meaning. As a student at RU, you will be introduced to the story of God in order to reflect on how you can participate in God’s mission in the world. As you approach graduation, you will apply your accumulated knowledge and experiences to a specific project and share the results with RU’s academic community. The result of this work is well-educated and compassionate graduates who can change their lives and the world for the better.

Rise Together. Stand Apart.

This tagline represents who we are; the following core distinctives show how we deliver on this identity.



INSIDE THE CLASSROOM

Academic Philosophy | EPIC

Exploring. Preparing. Integrating. Calling.

We believe every student has a unique story worth telling. In fact, we think your story can be epic. Our courses are designed to help you explore, prepare, integrate (connect and apply knowledge) and find your calling – while helping you succeed.

RochesterU.edu/epic



OUTSIDE THE CLASSROOM

Mentoring Program | RISE

Relationship. Inspiration. Support. Engagement.

RISE begins during your freshman year and helps you build meaningful relationships with alumni, friends of the institution, faculty and staff. Mentors serve as positive role models who provide valuable guidance, support and encouragement as you navigate the challenges of transitioning from high school to college, then academic to professional life.

RochesterU.edu/rise



BEYOND THE CLASSROOM

Loan Repayment Assistance Program | RU Pledge

Pursue your passions without the burden of debt.

All incoming RU freshmen are eligible for the RU Pledge, our innovative loan repayment assistance program (LRAP) that provides quarterly reimbursement of federal, private and parent PLUS loan payments if you earn less than \$50,000 per year after graduation.

RochesterU.edu/pledge



Degree Options

Accounting

+ Digital Marketing

+ Financial Planning

+ Health Care Management

+ Human Resource Management

+ Information Systems—Programming

Management

Nonprofit Management

+ Public Administration

Sports Management

+ Sports Management—Esports & Gaming Administration

+ denotes new degree



ACCOUNTING

A BBA in accounting offers diverse vocational opportunities in the public, corporate and private sectors. You will learn to interpret numbers to direct an institution's organizational strategy. Your varied coursework in accounting, management, ethics and values will help you serve organizations as a trusted adviser. You will develop leadership and business skills through a combination of professional development opportunities, mentoring, volunteerism, internships and apprenticeships.



DIGITAL MARKETING

The BS in digital marketing gives you the knowledge and skills to reach current and potential customers using digital tools, such as search engine optimization, social media marketing, paid ads and content marketing. Digital marketers learn to be nimble thinkers, skilled in both the art of persuasive communication and the science of data analytics. Our program gives you a background in both, preparing you to blend them into an effective and results-driven marketing strategy.



FINANCIAL PLANNING

A BBA degree in financial planning prepares you with the blend of business fundamentals and financial planning knowledge needed to serve as an expert resource in investing, saving and money management. The program provides readiness preparation to sit for board certification after graduation.



HEALTH CARE MANAGEMENT

The BS in health care management prepares you for a management career in hospitals, physician's practices, nursing/residential care facilities, home health care agencies and other health-related fields. This degree covers topics such as principles of health care management, health care information systems, cultural and community health, and strategic planning, as well as foundational business courses. You will finish your studies with an internship that provides marketplace experience of the complexities in the health care industry.

A degree is just the beginning.

Here are some of the ways you can use your RU experience to positively impact lives, communities and the world.

Accounting

Corporate, payroll or cost accountant.
Internal auditor. Tax professional.
Budget/financial analyst.
Certified financial planner.

Digital Marketing

Marketing manager.
Content strategist.
UX developer.
SEO or SEM specialist.



HUMAN RESOURCE MANAGEMENT

A BBA in human resource management prepares you with the blend of business fundamentals and human resources knowledge needed to serve as an expert in training and development, compensation, employment law, benefit management and risk management. The program's curriculum is fully updated for the modern workplace—you'll learn about the challenges of remote work and the technologies that power assorted businesses. Human resource professionals wear many hats, and you'll learn how they all fit—business, finance, people skills, management and more. The courses in this program are designed to help you create a portfolio of work to show prospective employers upon graduation.



INFORMATION SYSTEMS—PROGRAMMING

This program prepares you to work as part of a team in a variety of software development roles. You will be equipped with a solid foundation in computer science, information systems and business. During the program, you will participate in Agile project management, pair programming and test-driven development.



MANAGEMENT

A BBA in management provides you with a broad-based education to prepare you for service in a variety of business roles. You'll develop leadership attributes, critical thinking skills and savvy communication smarts to help you grow in your vocation. We prioritize student-centered learning with an emphasis on strengths-based professional development and experiential and service learning opportunities. When you graduate, these skills and experiences will take you from the classroom to the real world.



NONPROFIT MANAGEMENT

Our BBA degree in nonprofit management focuses on preparing you to explore innovations within the context of servant leadership and community improvement. An important feature of this degree is the high level of student-to-faculty interaction and RU's partnership with dozens of local non-profit, government and for-profit organizations that provide you with opportunities to develop relationships through class-based field work and internships.



LAURA CORP
Degree: Accounting



CURRENT VOCATION:
Operations Manager,
Humble Design Detroit

“Attending a small college gave me countless opportunities to be involved, to lead, to serve. These experiences gave me a chance to ‘fail’ in a safe setting, and to succeed in some too. I’ve found myself in small organizations and a small college where I could be in communities that impact people positively and help fix some broken systems. That started for me at Rochester and carries on with me today.”

ABIGAIL WASIL
Degree: Nonprofit Management



CURRENTLY PURSUING:
Law degree • Liberty University

“For my senior project, I helped design a revenue-generating business plan that was implemented at Mariner’s Inn, a Detroit homeless shelter. This opportunity allowed me to experience an inspiring intertwining of social mission and an economic plan. The program taught me to look at people, planet and profit—something that helps me impact lives through my vocation.”

Financial Planning

Financial planner.
Budget analyst.
Investor.

Health Care Management

Administrative careers in private/public health care settings, government agencies and insurance/consulting firms

Human Resource Management

HR manager. Training and development specialist. Compensation and benefit manager.

Information Systems—Programming

Computer programmer. Software developer. Computer network architect, administrator or analyst. Cyber-security specialist.

Management

Account, production or retail manager. Sales representative. Small business owner. Management analyst.



PUBLIC ADMINISTRATION

A BS degree in public administration is a versatile degree if you are drawn to the public or non-profit sector, or government work at the local, state or federal level. You will be exposed to government, public policy, public budgeting and financial management, intergovernmental relations, environmental policy, public health, sociology and more. The program also prepares students to transition directly into the labor market or pursue graduate work in public administration or policy.



SPORTS MANAGEMENT

All areas of sports, including commercial, professional, intercollegiate and interscholastic, have to be run like a business. RU's BBA in sports management blends coursework in both sports management and business, along with hands-on internship experience, to prepare you for a career as an effective and knowledgeable leader in one of the largest and fastest-growing industries in the country. Our location is an asset when it comes to immersing yourself in this competitive industry. Southeast Michigan's sports market is home to teams in all four major leagues, recreation departments at countless sports facilities, and more than 20 educational institutions with intercollegiate athletic departments.



SPORTS MANAGEMENT: ESPORTS & GAMING ADMINISTRATION

A BBA degree in Sports Management: Esports and Gaming Administration will prepare you with the blend of business fundamentals and sports management knowledge needed to work across industries, while also helping you develop skills needed to manage the gaming industry and the growing role of Esports within it. Building upon existing BBA programs, you will gain vital and in-demand knowledge to excel in the rapidly changing business ecosystem.



JON HORST

Degree: Sports Management

CURRENT VOCATION:

General Manager, Milwaukee Bucks

“I first learned about the concept of ‘faith and works’ in a freshman Bible class at RU. The idea is that it doesn’t matter how hard you work, you can’t earn your way to Heaven. And it doesn’t matter how much faith you have—if you don’t ‘do,’ you can’t honor God. This has stuck with me every day since, and it is just one of many experiences I had at RU that helped grow my faith. The people at Rochester University gave me much more than an education. I am successful today because people in the RU community took the time to build one-on-one relationships with me and make big investments in me.”



JAMAL MAXSAM

Degree: Management

CURRENT VOCATION:

CEO // Igniter of Champion Leaders

“Rochester University provided the practical knowledge I needed to begin a career in business leadership. It was refreshing to attend a college with a focus on living my faith in my career. After graduating, I transitioned into education; what I learned at RU proved to be a major asset while serving as an elementary school principal and facilitating school turnaround. I am grateful for RU, and its mission.”

Nonprofit Management

Range of careers in nonprofit and community engagement, for-profit organizations (ex.corporate social responsibility) local government, and social entrepreneurship

Public Administration

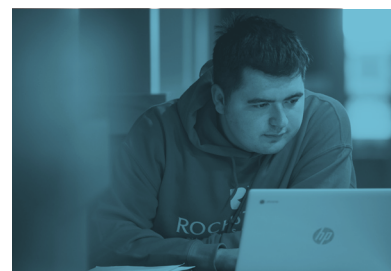
Fundraising managers. Budget analyst. Political scientist. Environmental/health care policy development. City/neighborhood planning.

Sports Management

Professional, intercollegiate and high school sports administration. Facility and recreation ownership and management. Sports marketing and promotions. Sports public relations.

Sports Management: Esports & Gaming Administration

Gaming analyst. Game designer. Sports coach. Gaming event management and operations.



FACULTY

REBEKAH PINCHBACK

Director—School of Business
Assistant Professor
Doctoral Candidate, Anderson University
M.B.A., Central Michigan University
B.B.A., Davenport University



JOEL HACHEM

Information Systems—Programming Chairperson
Assistant Professor
Ph.D., Colorado Technical University
M.S., Gaston Berger University
M.S., Central Michigan University
B.S., University of Sciences-Nouakchott

DAVID HUTSON

Sport Studies Chairperson
Professor of Sports Management
Ed.D., East Tennessee State University
M.A., Wayne State University
B.A., Harding University

BONNIE MCINTOSH

Health Care Management Chairperson
Assistant Professor
M.B.A., University of Michigan
M.P.H., West Chester University
B.A., Brock University
Certified Health Education Specialist (CHES®)

KATHERINE STOKES

Assistant Professor of Business
M.S., Michigan State University
B.A., Michigan State University
Certified Public Accountant

JAYMES VETTRAINO

Assistant Professor of Entrepreneurship
Director—Center for Social Engagement
M.B.A., Lehigh University
B.A., Michigan State University

by the numbers

1,014
students
from 22 states
& 16 nations

CNN's Money Magazine
recognized Rochester as one of
the top places to live and the very
BEST IN all
of MICHIGAN!

average
CLASS
SIZE of
16

OUR CAMPUS IS 68 PRISTINE ACRES
LOCATED A SHORT WALK FROM DOWNTOWN ROCHESTER

and no more than 30 miles from... **MUSEUMS • MARKETS • MALLS • CONCERTS**
PRO SPORTS • THE AUTOMOTIVE SCENE • OUTDOOR ADVENTURE
FOOD TRUCKS + FINE DINING • WORLD CLASS ENTERTAINMENT
natural beauty, and all kinds of other fun to discover

Rochester Hills has been named one of the
100 SAFEST CITIES IN THE US

97%
OF ROCHESTER
UNIVERSITY
GRADUATES
are employed or
continuing their
education
within a year
of graduation

take the next step

Apply online at RochesterU.edu/apply



» Visit RochesterU.edu/cost for an estimate on the cost of attending RU and your possible financial aid.

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800 West Avon Road, Rochester Hills, MI 48307

